

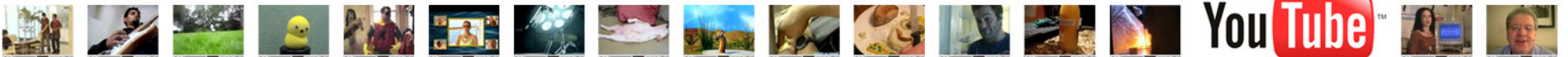
YouTube for Government: How you can use YouTube to reach citizens

Steve Grove

YouTube for Government

- **Background:** what is YouTube, who is YouTube?
- **Your YouTube Account:** How does it work?
- **How-to:** 10 ways to use YouTube to reach citizens
- **Questions?**

YouTube Confidential and Proprietary



YouTube Demographics

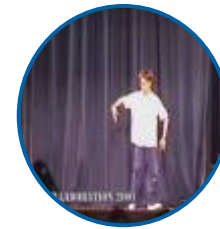
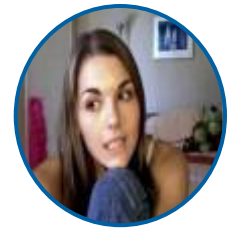
| | | Users (M) | % Users |
|--------|--------|-----------|---------|
| Age | All | 57.1 | — |
| | <18 | 11.0 | 19% |
| | 18-34 | 11.1 | 19% |
| | 35-44 | 12.3 | 22% |
| | 45-54 | 11.9 | 21% |
| | 55+ | 10.9 | 19% |
| Gender | Male | 29.8 | 52% |
| | Female | 27.3 | 48% |

In 1 minute...

15 hours of video are uploaded to YouTube

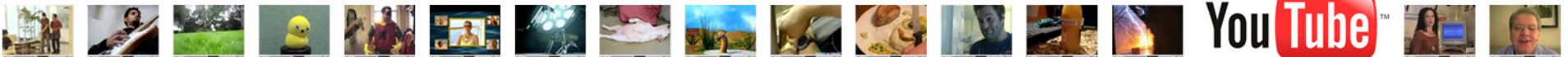
#6

Largest site in the US

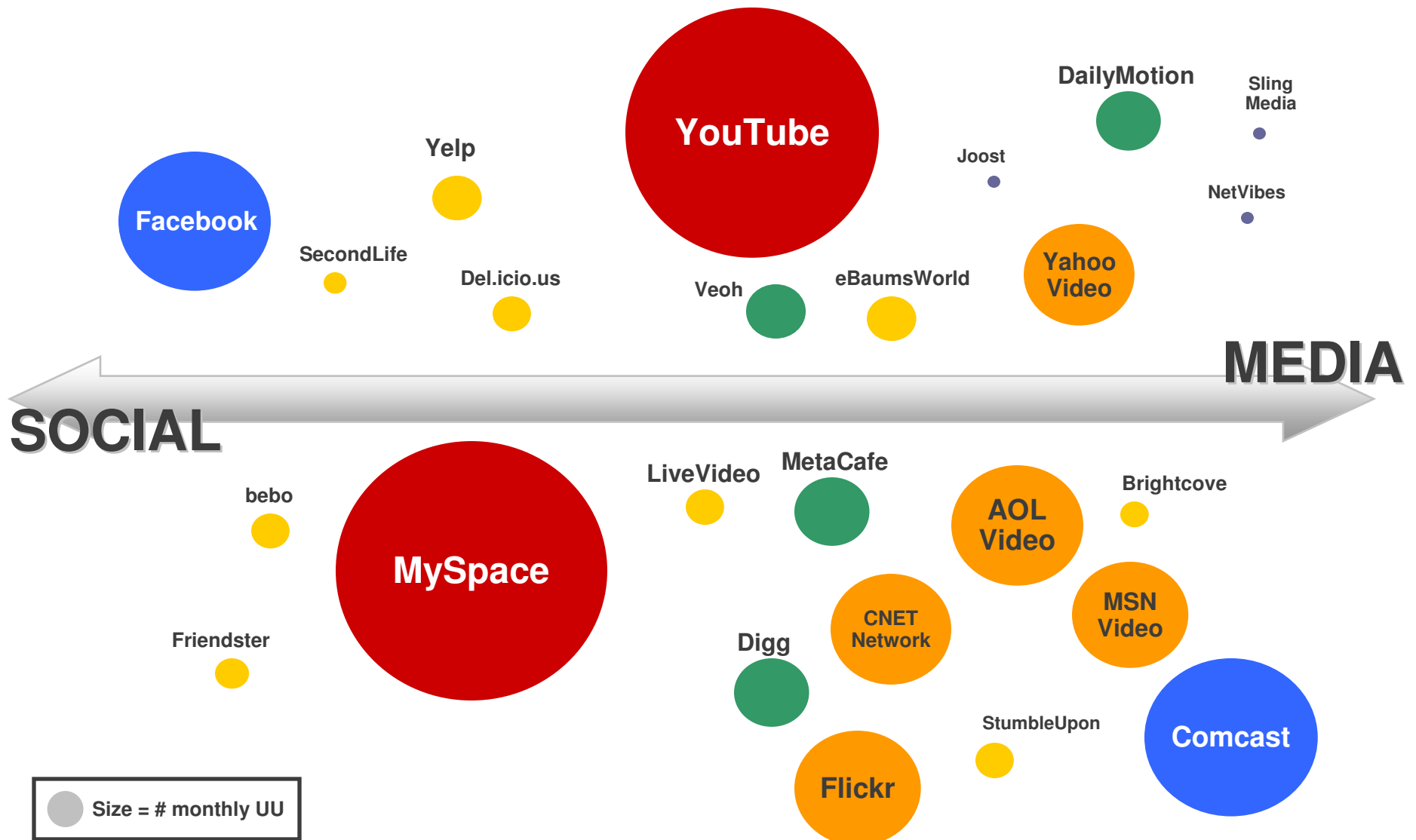


Source: Nielsen//NetRatings (October 2007) - US audience.

YouTube Confidential and Proprietary



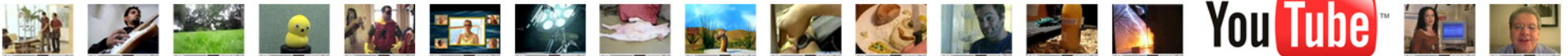
YouTube is both media and community



Note: Social and media are ranked roughly by the amount of activity of each in comparison to the other on a given site.
Source: Nielsen//NetRatings (Oct 2007)

Sling Media**

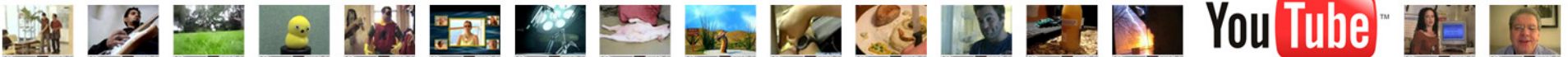
YouTube Confidential and Proprietary



Background: How YouTube works

- **Channel overview:** what is a channel and how does it work?
- **Social interactivity:** what happens after I upload a video?
- **Tags, embeds, related content:** how is content discovered on YouTube?
- **Other features**

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Your YouTube Channel: A Hub

YouTube

English

Videos | Channels | Community | Upload

(1019) citizenTube [Account](#) [QuickList](#) [Help](#) [Goto InternalTube](#) [Sign Out](#)

Search

ED.gov

U. S. Department of Education
Promoting educational excellence for all Americans

Videos | Favorites | Subscriptions

U.S. Department of Education

usedgov

Joined: March 04, 2008
Last Sign In: 1 day ago
Subscribers: 45
Channel Views: 2,644

News and information from the U.S. Department of Education.
Follow us on Twitter @ <http://twitter.com/usedgov>.
City: Washington DC
Country: United States
Website: <http://www.ed.gov>
[Report profile image violation](#)

Connect with usedgov

Send Message

Share Channel

Block User

Add as Friend

Add to Google+

<http://www.youtube.com/usedgov>

Embed This Channel:
<script src="http://www.gmodules.com/gim?http://www.google.com/gim?modul

Other ED.gov Channels

FederalStudentAid

Videos: 12
Channel Views: 800
Subscribers: 9

0:07 / 5:23

Education News: Alain Locke Public Charter School in Chicago
From: usedgov
Views: 631

Videos (6)

Subscribe to usedgov's videos

5:23

Education News: Alain Locke Publ...
3 weeks ago
631 views
usedgov
no rating

10:13

Education News: Interview with S...
3 weeks ago
171 views
usedgov
no rating

1:23

Secretary Duncan's Video Stateme...
4 weeks ago
172 views
usedgov
no rating

4:18

4:43

8:39

YouTube Confidential and Proprietary

The YouTube Site: Town Hall

Your options for interaction:

- Comments
- Video replies
- Rankings
- Favorites
- Playlists

Gene Pathways Targeted during Phthalate-induced ...



Rate: ★★★★★ Thanks for rating!

Views: 177

Share Favorite Playlists Flag

Digg MySpace Facebook more share options

Commentary **Statistics & Data**

Video Responses: 0 Text Comments: 2

► Video Responses (0) [Post a Video Response](#)

▼ Text Comments (2) [Post a Text Comment](#)

Show: [Help](#)

WolYou (3 months ago) [Reply](#) | [Spam](#) 0

Funny how much Bush targets toys. He doesn't probably know, that Phthalates are used in probably every item in the household. What you should know is, that the dose doesn't matter. Only time of exposure matters. The pregnant women should be addressed. If you use cosmetics or certain type of clothes, the risk is almost 100% that your kids will have troubles.

kapzas2002 (7 months ago) [Reply](#) | [Spam](#) 0

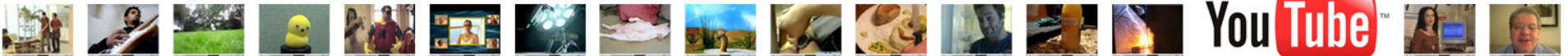
The Breast Cancer Fund released the following statement this morning.

President Signs Phthalate Ban into Law
Major milestone reached for children's health and for chemical regulation

WASHINGTON, D.C. - President Bush signed a federal bill today that bans six toxic phthalates from children's products. His signature bolsters Congress' overwhelming support for this legislation, and sends a clear message that toxic chemicals have no place in toys.

[View all 2 comments](#)

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Social Interactivity

Your options for moderation: 3 levels

- Allow all comments/responses
- Allow comments/responses with moderation (gatekeeper function)
- Do not allow comments/responses

Comments:

- ☒ Allow comments to be added automatically.
- ☐ Yes, allow comments after I approve them. Friends can add automatically.
- ☐ Yes, allow comments after I approve them.
- ☐ No, don't allow comments.

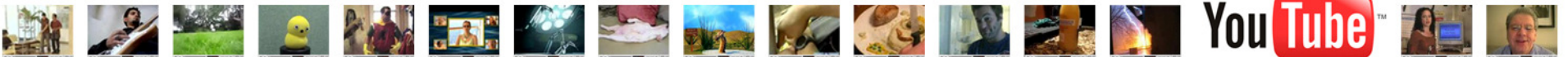
Comment Voting:

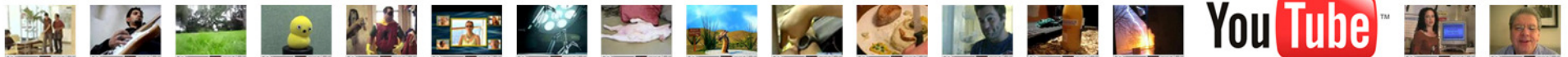
- ☒ Yes, allow users to vote on comments.
- ☐ No, do not allow users to vote on comments.

Video Responses:

- ☒ Yes, allow video responses to be added automatically.
- ☐ Yes, allow video responses after I approve them.
- ☐ No, don't allow video responses.

YouTube Confidential and Proprietary





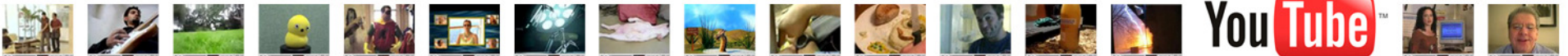
Tags

- Be relevant to what's happening now
- Dig a pathway to your video



The image shows a YouTube video player interface. At the top is a video player with a thumbnail showing the number '10'. Below the player is the channel information: 'From: [DowningSt](#)', 'Joined: 10 months ago', 'Videos: 145', and a yellow 'Subscribe' button. Below this is the 'About This Video' section, which is circled in red. It contains the following information: '14 February 2008. ([less](#))', 'Added: February 13, 2008', 'Category: [News & Politics](#)', and 'Tags: [Prime Minister Gordon Brown](#) [Downing Street](#) [Young person](#) [award](#) [Take Break](#)'. Below the 'About This Video' section are the 'URL' and 'Embed' sections. The URL is 'http://www.youtube.com/watch?v=jHpg07LBR4k'. The Embed section shows the code: '<object width="425" height="355"><param name="movie" value="h'.

YouTube Confidential and Proprietary



Embeds - how to use whitelabeled player

URL

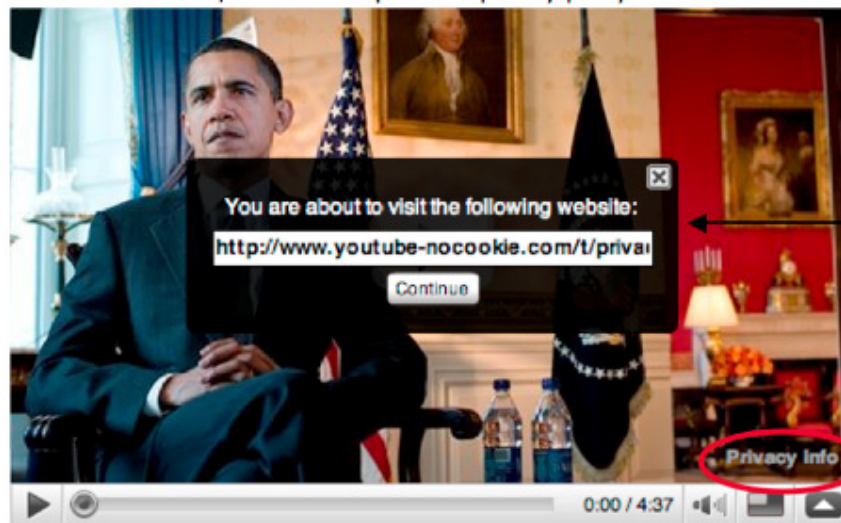
Embed

After making your selection, copy and paste the embed code above. The code changes based on your selection.

☒ Include related videos

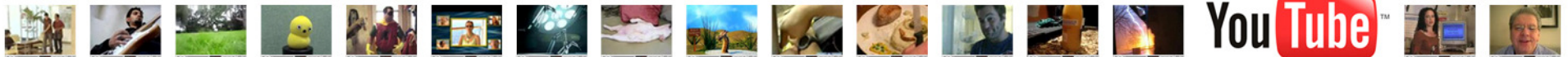
☐ Show Border

☒ Enable delayed cookies [?]



If visitors click "Privacy info", an interstitial first warns them they are leaving the site.

YouTube Confidential and Proprietary



Captions - how to use captions

Broadcast Yourself™
Germany | English

(1019) citizentube ▾ Account QuickList (0) | Help Goto InternalTube Sign Out

Home Videos Channels Community

Search

Upload ▾

My Account ▾ / Video Details: The YouTube Interview: Nancy Pelosi

Info & Settings AudioSwap Annotations Captions and Subtitles

Save Changes or cancel

▼ Video Information

Title:

Description:

Tags:

Category:

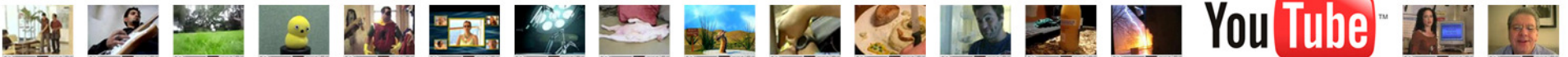
The YouTube Interview: Nancy Pelosi
★ ★ ★ ★

▶ 🔍 ⏮ ⏭ ⏪ ⏩ ⏴ ⏵

0:00 / 8:49

▼ Date and Map

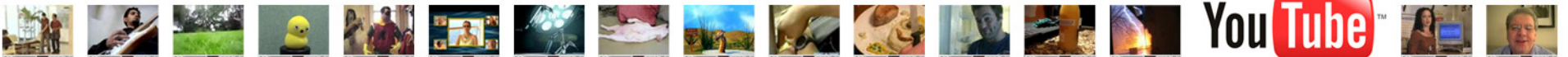
YouTube Confidential and Proprietary



How to use YouTube: 3 most important points

- **ACCESS:** giving citizens access to information
- **EMPOWERMENT:** empowering citizens to be better informed; to engage in a dialogue with you online
- **EFFICIENCY:** get messages out faster and more effectively than ever before; use video to research the political landscape

YouTube Confidential and Proprietary





10 ways to use YouTube









#1: Research

healthcare Videos Search [advanced](#) [Upload](#)

"healthcare" video results 1 - 20 of about 740

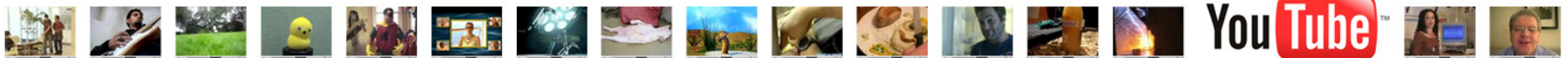
Videos Channels Sort by: Relevance Uploaded: Anytime Display:  

☒ Only show partner videos

| | | | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  YouTube Debate: Health Care? Added: 10 months ago From: Politicstv Views: 46,968 05:57 ★★★★★ More in News & Politics |  Tough questions on health care Added: 10 months ago From: YTdebates Views: 74,797 06:03 ★★★★★ More in News & Politics |  KID'S HEALTH CARE: Rep. Pete Added: 7 months ago From: CapNewsNet Views: 18,899 04:08 ★★★★★ More in News & Politics |  Rudy Giuliani - Market-Based Added: 1 year ago From: ForaTv Views: 5,360 05:24 ★★★★★ More in News & Politics |
|  Falling health care in Iraq - 20 Mar 08 Added: 2 months ago From: AlJazeeraEng... Views: 986 03:17 ★★★★★ More in News & Politics |  Hillary Clinton: Healthcare Added: 10 months ago From: davisfleetwood Views: 126,803 04:24 ★★★★★ More in News & Politics |  Headzup: Rudy's Healthcare Added: 7 months ago From: headzup Views: 1,289 00:26 ★★★★★ More in News & Politics |  Jonathan Cohn - Origins of America's Added: 1 year ago From: ForaTv Views: 1,663 06:27 ★★★★★ More in News & Politics |



YouTube Confidential and Proprietary



10 ways to use YouTube

#2: Crisis messaging

Gov. Romney on '94 Debate w/ Kennedy



Search Results for "kennedy 1994 romney"

Sort by: Relevance | [Date Added](#) | [View Count](#) | [Rating](#)

Display:



The Real Romney?

Footage from the **Romney/Kennedy** Debate, October 1994...Liberal mittromney **Romney** Politics GOP 2008 abortion gayrights homosexual ronaldreagan reagan women'sissues

Tags: [Liberal](#) [MittRomney](#) [Romney](#) [Politics](#) [GOP](#) [2008](#) [abortion](#) [gayrights](#) [homosexual](#) [ronaldReagan](#) [reagan](#) [women'sissues](#)

Time: 05:04

★★★★★

From: [SoThisIsWashington](#)

Views: 206,663

Added: 9 months ago

More in [News & Politics](#)



Gov. Romney on '94 Debate w/ Kennedy

1994 debate with Senator **Kennedy**.
http://politicscentral.com/2007/01/10/the_glenn_and_helen_show_mitt.php...Governor Mitt **Romney Kennedy** 1994 (more)

Tags: [Governor](#) [Mitt](#) [Romney](#) [Kennedy](#) [1994](#) [Debate](#) [Instapundit](#) [Glenn](#) [Helen](#) [2008](#) [President](#) [Republican](#)

Time: 01:38

★★★★★

From:

[GovMittRomney](#)

Views: 30,023

Added: 9 months ago

More in [News & Politics](#)



Gov Mitt Romney on 1994 Debate with Ted Kennedy

Gov Mitt **Romney** on 1994 Debate with Ted **Kennedy**...Conservative Politics Governor Mitt **Romney** 1994 Debate Ted **Kennedy**

Tags: [Conservative](#) [Politics](#) [Governor](#) [Mitt](#) [Romney](#) [1994](#) [Debate](#) [Ted](#) [Kennedy](#)

★★★★★

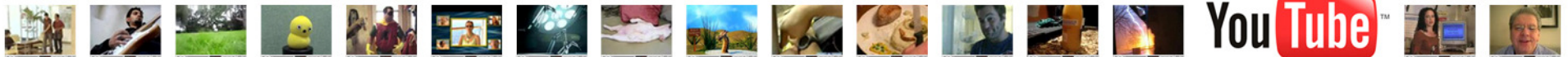
From: [JohnnyPolitico](#)

Views: 648

Added: 6 months ago

More in [News & Politics](#)

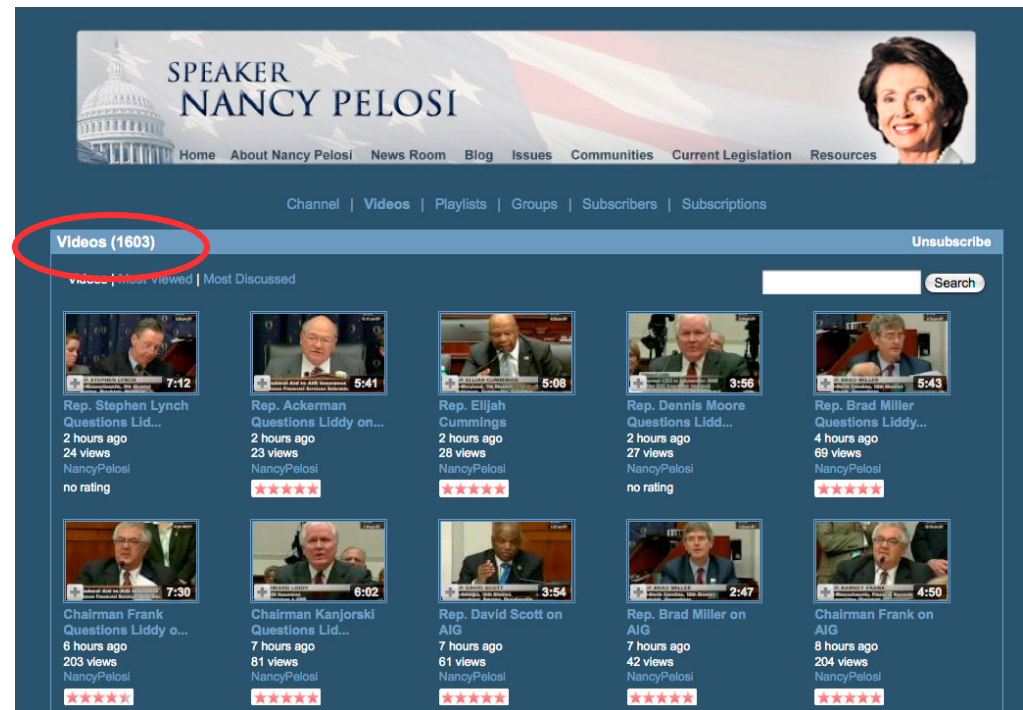
YouTube Confidential and Proprietary



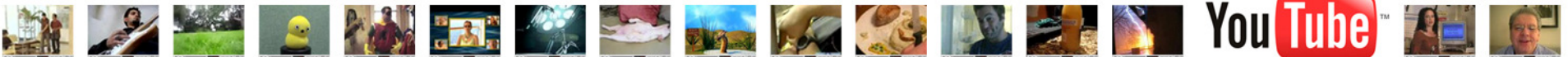
10 ways to use YouTube

#3: Flooding the system

- Romney campaign: every TV appearance on YouTube
- Obama campaign: 3-4 videos per day from the campaign trail
- Steady stream of content holds audience; insure message dissemination at every turn



YouTube Confidential and Proprietary



10 ways to use YouTube

#4. Instant/Topical Messaging

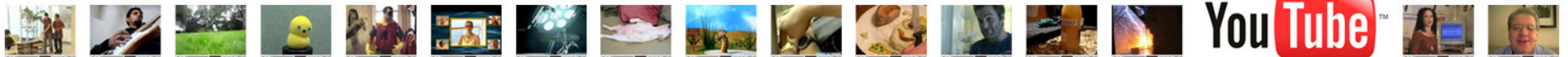
3/14/09: Your Weekly Address



Kentucky Election Information



YouTube Confidential and Proprietary

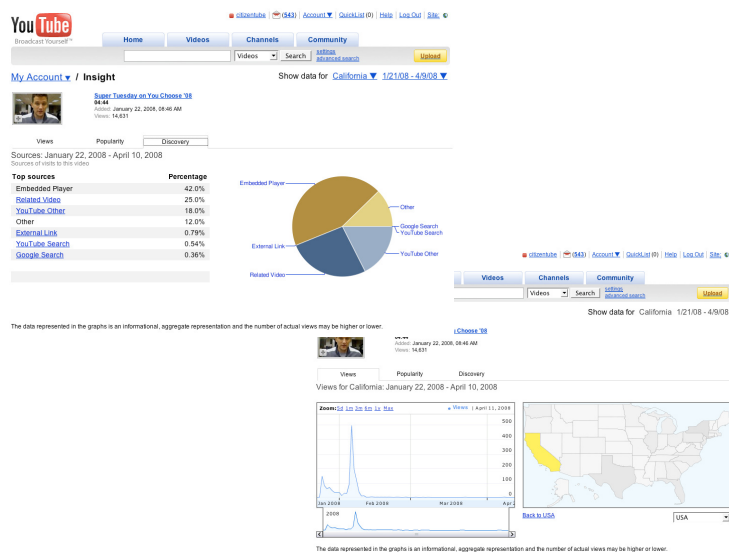


10 ways to use YouTube

#5. Content Analysis

Social Interactivity

- Comments, rankings, video responses - automatic focus group

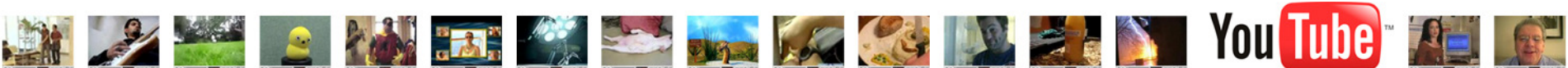


The screenshot shows a YouTube video page with a focus on the "Commentary" section. It displays "Video Responses (20)" and "Text Comments (2,502)". The "Text Comments" section shows a list of comments from users like Zimeeisme, DivinityBleu, and angryamerican, each with a "Reply" and "Spam" button. The "Video Responses" section shows a list of video responses from users like ackjuneb...

YouTube Insight

- State-by-state analysis over time
- Discoverability analysis

YouTube Confidential and Proprietary

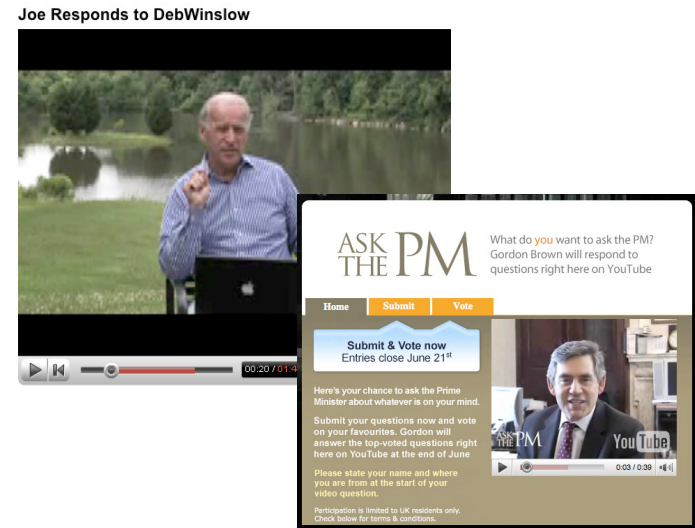


10 ways to use YouTube

#6. Interacting with Citizens

Q & A Videos

- Two-way conversation
- Call-out for questions



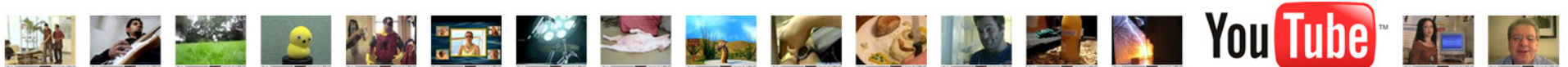
YOUTUBE EXCLUSIVE: Send me your stereotypes



Collaborative Videos

- Interviews
- Creative messaging

YouTube Confidential and Proprietary



10 ways to use YouTube

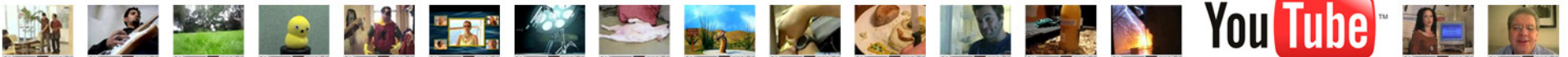
#7: Calls to action

State of Florida anti-tobacco contest

- Submit your own anti-tobacco video
- Winner received Mac computer



YouTube Confidential and Proprietary



#8: Present “consumer” information

How To Get a Passport



Rate: ★★★★★ 17 ratings

Views: 5,049

 Share **Favorite** **Playlists**

 **Flag**

 MySpace

 Facebook

[more share options](#)

Commentary

Statistics & Data

Video Responses: 0 Text Comments: 9

▶ **Video Responses (0)**

Post a Video Response

▼ **Text Comments (9)**

[Post a Text Comment](#)

Show: average (-5 or better) [Help](#)

ShadowKnuckles1 (4 months ago)

hehehe thats so cute..

lilowoof (6 months ago)

Reply | Spam +1

Reply | Spam +1

Applying Online for Retirement Benefits - Social Security Part 1



Rate: ★★★★★ Thanks for rating!

Views: 159

 **Share** **Favorite** **Playlists**

 Flag

 MySpace

 Facebook

more share options

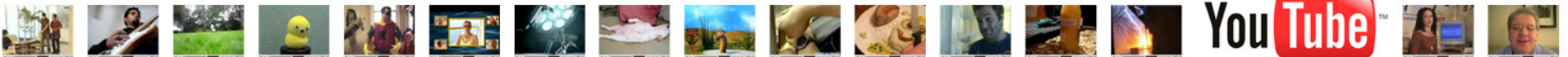
Commentary

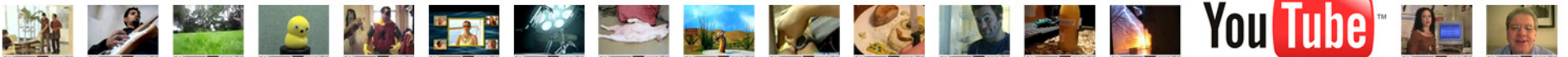
Statistics & Data

Video Responses: 0 Text Comments: 0

▶ **Video Responses (0)**

Post a Video Response





10 ways to use YouTube

#10. Don't obsess about getting fancy: Show a human side

Playing Bass at West Music



Prank Call from "Governor Schwarzenegger"



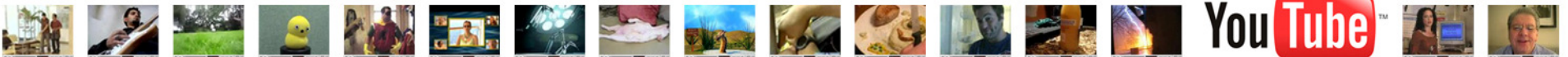
Prank Call from "Governor Schwarzenegger"



I Need Your Advice



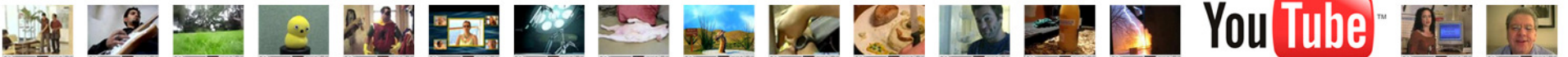
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How to use YouTube: 3 most important points

- **ACCESS:** giving citizens access to information
- **EMPOWERMENT:** empowering citizens to be better informed; to engage in a dialogue with them online
- **EFFICIENCY:** get messages out faster and more effectively to more people than ever before.

YouTube Confidential and Proprietary



What if I don't have any resources?

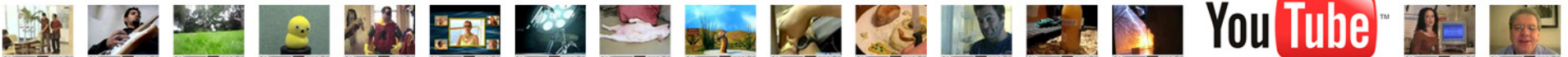
- Use a Flip cam
- Build a hub, aggregate content
- Find volunteers on YouTube
- Get local schools (civics classes) to do video projects for govt.
- Use slide shows/animations if you don't have video

Computer Guy - Brown College Students



youtube.com/cityofminneapolis

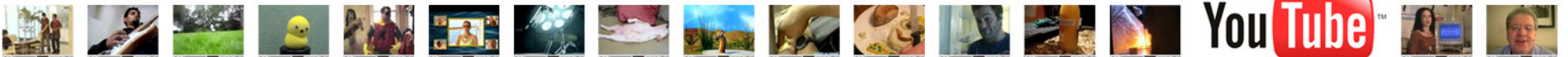
YouTube Confidential and Proprietary



Last point...

**It doesn't have to be glamorous...
just authentic!**

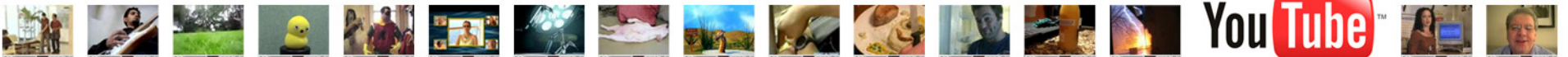
YouTube Confidential and Proprietary



Copy people.... Keep track of what's happening on....

www.citizentube.com

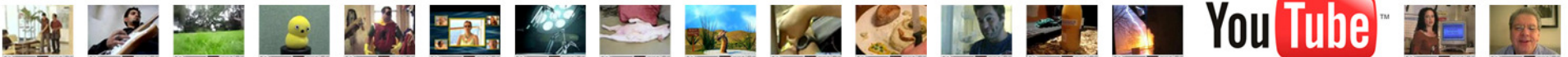
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Let us know you're here:

- If you're a **federal govt. agency**, contact Kay Morrison - Morrison.Kay@epamail.epa.gov - to get set up on YouTube.
- If you're a **state or local govt. entity**, let us know you're here by sending the following information to government@youtube.com:
 - The name of your government, government department, or agency.
 - Your .gov website URL.
 - The account name you've registered on YouTube (i.e., your YouTube username).
 - The email address you are using to manage the account.
 - Any other information you want to tell us about your plans to launch the channel, and what types of content you plan to post.

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QUESTIONS?

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